THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Bountiful June Hay Crop Now fully ripe

IN THE VALLEY OF THE MOON

With the kind of weather we've had early this week, perhaps we'll be pardoned if this issue should be a little below par. You know, kind of dehydrated. And weren't you? At that, down in Los Angeles it was hotter.

Talking behind the back of a woman in slacks usually hits below the belt. VALLEY WATCH REPAIR, Boyes. Guaranteed repairs.

The local water company has been striving like the dickens to get a little more water in the mains. Cut in a new well, and while there was some low pressure and even complete lack of water in some sections for an hour or so, things should be ironed out all right for the remainder of the summer. (Whoops! Faux pas* Summer actually starts sometime today.)

WEED CUTTING. Reasonable rates. THOMAS NEVILLE, 23450 Arnold Drive, Sonoma. Phone WEbster 8-3110.

It's a shame that on a big committee appointed to look into our sewer situation there wasn't a single contractor or builder or cement expert. What do lawyers, newspapermen and similar types of citizens know about the actual nuances of sewer construction? At that, it appears this community has been "took" in its sewer deal.

GRAND OPENING— June 21 (Tonite). Free Buffet. The CHUCK WAGON (formerly Fireside), just west of Sonoma. 8 p.m. till (?)

While we wear a kind of tie that is common down in the San Fernando valley, we actually do own one of those narrow string ties which look so classy on some of the movie stars and even some of the local good-dressers. Only we don't know how to tie it. Our results come out as a slant-wise monstrosity, and it's not for us. Anyone want a good string tie?

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Again ol' Doc Garrison comes over from St. Helena, his contributions a bottle of port and one of vin rose, from the famous St. Helena wineries. But we returned the compliment. Doc had one of the becoming-famous chop suey dinners the missus makes—far removed from the chop suey conglomerations you might expect in a Chinese restaurant.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

And isn't it a wonderful feeling when (once or twice a season) all the baseball teams you really like come through with wins, all on the same day? Yep, it works the same way during the football season.

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

"Love Letters in the Sand." "I Apologize." "My Desire." "Blue Heaven." And on and on. New? Heck, no. We played 'em all 25 or more years ago.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Not too many flags out on Flag day. Sonoma did a better job. We got out our flag, wondered where it came from and when. Finally the missus resolved the question. We bought it in Amherst, Ohio, along about 1918—and it's still in pretty good shape.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Coming up mighty quick is the El Verano Improvement club rummage sale. It'll run for six days—June 28 to July 3 inclusive. They're planning the most super such sale ever staged hereabouts. If you have any white elephants around the house, yard or garage, call Fred Franklin, and it'll be picked up. Or deliver it to his home—Riverside, just off El Verano road.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.

The El Veranoites had a real bang-up meeting last week Thursday—with a turkey feed including many extra trimmings, and with some mighty fine speakers on hand. Good outfit to belong to.

BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs.

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

Tonight (Friday) you just might like to be on hand at the new Chuck Wagon (formerly Fireside Lodge). It's a grand opening, with free buffet lunch on tap from 8 o'clock on. Lee Sims is proprietor and his wife will be a gracious hostess. The Sims' formerly operated a Chuck Wagon in Santa Rosa. The place has been all redecorated and refurbished, and you'll undoubtedly want to look it over.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

O. W. Kraft is a new serviceman at Electronic Drive-In on Napa street this side of Sonoma. O. W. came here from Detroit to help his son, Al Kraft, and Sam Castori during the summer season. He knows his business. If you have radio, TV, or car radio trouble, they're right on the job and fix you up in a hurry. And inexpensively, too.

BAKER'S DRIVE-IN, Boyes. Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, sleiderizing. You'll look and feel better. Make it a habit.

Moonbeams has been mighty generous with color printing—that is, colored paper, sometimes solid, sometimes mixed up a little. New system now. This time we bought only three colors of paper—yellow, green and mandarin. We found that our blue and pink shades didn't take the ink too well, and were hard to read. Now everything's goin' to be all right.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

Just a hint of a scoop (let's leave the other papers elaborate on the story). The former Downey ranch, recently acquired by the San Francisco Boys' club, is seeing a lot of activity, with a huge new swim pool nearly completed, large dormitories coming along, and preparations being made to welcome large numbers of city boys during the summer months. We're told that a local man, after investigation, contributed a big $150,000 toward the project.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. $1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

One Rene MacColl, Washington correspondent for the London Daily Express, recently returned home, but wrote his swan song in this fashion. He's already been answered by American newspapermen. How would you size him up?

Home soon! I am hopping away from this great, swarming ant-heap of a country. Away from the jumbo swirl of riches and plenty and dragon-huge, Taj Mahal-conscious motor cars.

Away from the costs and prices that have long ago taken off like mis-guided missiles.

Away from a roaring torrent of informality, with sweaty T-shirts starting to make their appearance in what were formerly smart restaurants (more and more like Moscow).

Away from the careless gunplay of trigger-happy cops, millions of "tranquilizer" pills, psychiatry run riot.

Away from the land of the "young executive," the land where the phrase "Oh, he's very attitudinal" is a compliment and where "I feel nauseous" means that you feel giddy.

Away from the land where everyone knows all about diet charts and calories—but where you constantly encounter some of the most monstrously fat people of both sexes and all ages anywhere in the world (a mink cover for your TV set will set you back $950).

A pint of English ale and the sight of some sprightly batting at Lord's cricket ground in the spring is what I long for.

I look forward with relief to getting away from the endless, mindless familiarities, doubtlessly well meant, in which I am constantly addressed as "Bud," "Mac" and "Hey You" by complete strangers and "Reen" by anyone else who has known me for about three minutes.

The ads are happily trumpeting "ladies—throw away those irons!" And it is a fact that you can buy plenty of dresses, blouses, underwear and summer topcoats for women and men's summer suits made of synthetic materials, which you can wear through a long, hot day, roll into a ball, tie in a knot, mispack, then wash roughly in the evening, hang up to "drip" and bingo!—there is the garment magically non-wrinkled and immaculate next morning.

But how nice to escape from a land where the children are increasingly ill-mannered and taking everything over from the willing and submissive adults.

Nice to get back to normal politeness and consideration. (The other night I asked my taxi driver to turn off his radio. "You wanna get out and walk?" he snarled—and the radio stayed on full blast.)

Yes, it's all here, heaped up and overflowing and teeveed and air-conditioned and superautomobiled and stylized and remote controlled and five-way stretched and "fabulous." Everything is painless and effortless and often brainless.

And the hardest thing you can achieve in America is a picnic.

Yes, I said a picnic. Oh, I know that they have plenty of "recommended picnic sites" with rustic tables and chairs set out, where the jaded motorist can eat his ice-cold, non-tasting meal with a couple of dozen other people breathing down his back. But that's not my idea of a picnic.

I mean a real picnic. No futuramic cars. Nobody playing a portable radio or watching baseball on a portable TV set or letting their children come and scream in your ear.

Hard-boiled eggs, cheese, sandwiches, and some beer. Wonderful. That's the sort of picnic I aim to have just as soon as I get back to Sussex. It will be bezaz, folks, but strictly bezaz.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

California legislature discussed the trading stamp matter briefly but did nothing either way. There's lots of material available on all sides, but thought you might be interested in this clipping from the Automotive Dealer News, relating to service stations:

Tucson, Ariz.—One dealer claims he saved $340 a month when he stopped giving away stamps. His story in full:

"We had (trade name) stamps for 28 months," said Charles West of the Cactus Chevron Service. "My former partner thought they would bring us more business so we took them.

"We continued until the stamp company was making as much as we were, and then we stopped. We quit the first day in April.

"During the month of April we lost about 3000 gallons' worth of business, which should add up to about $180. We usually spent $320 per month for stamps, so we made a profit of $140 by not giving them away.

"Then, because we lost 3000 gallons business, we could let go a part-time man who was making $200 per month. Altogether, I estimate we saved $340 last month by not giving stamps away."

YELL'S ACRES NURSERY, Glen Ellen. Dahlia and fuchsia specialists. Wonderful selection. Get yours now; large selection.

PAUL'S OLD RANCHERO, Verano. Chuck Ryan and His Gang every Saturday night. Dancing. Floor show. Cocktails you like.

More big picnics this weekend at Paul's Resort. On Saturday comes the second annual picnic of Skaggs Island and the 12th naval district. On Sunday, two picnics: Hermans Masonic lodge of San Francisco an dthe Alpineer club of San Francisco.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

THE KIDS FROM SAWYER'S BAR

The warmest story to reach California hearts in a long time is the saga of the kids from Sawyer's Bar. Through the generosity of a number of people, 11 youngsters from the little Siskiyou county "ghost town" were treated to the delights of a big city.

What a story those young people have to tell. What a chance to see how the other half lives! But a small voice suggests that something even more beneficial might come from a reversal of roles. Let city kids go out and discover the wonders of Sawyer's Bar. They'd learn a lot, and find a lot of treasure out in the country where the sun and the grass and the trees are your friends and where life has the quiet earth-wholesomeness you can find only in those places where nature still is the landlord.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

And there was the columnist, asked by a reader what to do if bitten by a rattlesnake, replied: "Remember exactly how it happened. Then, if you survive, don't ever do the same thing again."

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

"Editor Moonbeams: In re your reference to the CCC camps: I was associated with that program for three years and consider it one of the best pieces of constructive legislation ever enacted by any administration. The present administration could do a lot worse than to revive the CCCs with some of the money now sent overseas. How about a little domestic aid for a change?"—(Our good democrat friend from Fetters Springs.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

We're having a raffle for a poor widow. Will you buy a ticket? Nope. My wife wouldn't let me keep her even if I won.

JIM'S MEATS. Boyes Springs Food Center. The very finest quality, prices low. Delicatessen section. Summer delicacies.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Nonchalance: The ability to look like an owl when you have behaved like an ass.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

In our own little old home town—'way back—most new items of eatables were originally introduced by the giving away of samples of the product. Remember when jello first came out. Small packages were left at every door, and we kids ate the stuff with a spoon, right out of the package. 'Twas good. Remember fig newtons? You can buy 'em today—but none tasted better than the samples left at our house. You can't remember Malta Vita, a very early breakfast food, 'cause it isn't now on the market, but it was originally introduced the same way.

And Borden's condensed milk—sweet and delicious. At our house the can was opened, and we all dug in with spoons and it usually was all gone before it could be put to more utilitarian usage.

And maybe you remember following an ice wagon down the street, endeavoring to grab off a few small chunks of ice and ease your fevered tongue with something really cold.

Remember Campbell's soup? In a small town general store where we worked, this soup was stocked—at 5 cents a can—and its sale was mighty slow. Phooey, said the populace, why buy soup when we can make it better?

And crackerjack! This same store had a hogshead full of it, loose, and this young clerk ate more crackerjack, for free, than we've eaten since all combined. Weren't those the days?

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

And wattayouknow! Not a thing in this issue (yet) calculated to stir up any controversy or make anyone mad. Must be the hot weath-

er—or else everything's going along in pretty good shape. But watch out in '58—election year.

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

Just can't win. Three months ago we bet a local man (about our weight) we'd lose more poundage than he over a period which ended June 17. He won. He lost 10 pounds, but is getting right back where he was. Says his wife is too good a cook. And we gained 1 pound. Our excuse? Only that we have too many stops to make each Friday when Moonbeams gets distributed.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

ROBERT G. MILLS, Drafting and Estimating. We'll be pleased to serve you. 824 El Dorado Dr., Sonoma. Phone WEbster 8-2185.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.
A bridge across Sonoma river, connecting Craig and Thompson.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

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